

Amendments to the Claims:

1. **(Currently amended)** A delivery system comprising a delivery apparatus which delivers a program ~~and~~, a receiving apparatus which receives the program, and a communication apparatus which can communicate with said receiving apparatus via a communication network,

wherein said receiving apparatus includes:

a tag unit operable to mark a specific portion of the received program or an object that appears in the program; ~~and~~

a first transmission unit operable to transmit, to said delivery apparatus, tag history information indicating a history concerning the marking by the tag unit; and

a second transmission unit operable to transmit tag information concerning the marked object to said communication apparatus, and

said delivery apparatus includes:

a first receiving unit operable to receive the tag history information transmitted from said receiving apparatus; and

an analysis unit operable to perform an analysis for the program based on the tag history information received by said first receiving unit.

2. **(Original)** The delivery system according to Claim 1,

wherein said analysis unit is operable to count frequency of the marking for each program or object based on the tag history information, and specify a program or an object with a high marking frequency.

Claim 3 **(Canceled)**

4. **(Currently amended)** The delivery system according to Claim ~~3~~ 1,

wherein said first transmission unit is further operable to transmit, to said delivery apparatus, transmission history information indicating a history concerning the transmission of tag information to said communication apparatus by said second transmission unit,

said first receiving unit is further receives operable to receive the transmission history information transmitted from said receiving apparatus, and

said analysis unit ~~counts~~ is operable to count frequency of the transmission of the tag information for each program or object, and ~~specifies~~ specify a program or ~~an~~ object with a high marking frequency.

5. **(Currently amended)** The delivery system according to ~~one of Claims 3 and 4~~ Claim 1, further comprising

a distributor apparatus which distributes online the object that appears in the program, said distributor apparatus being connected to said communication apparatus via the communication network,

wherein said communication apparatus includes:

a receiving unit operable to receive the tag information transmitted from said receiving apparatus; and

a purchase unit operable to purchase the object by communicating with said distributor apparatus, according to information concerning the object included in the tag information received by said receiving unit.

6. **(Currently amended)** The delivery system according to ~~one of Claims 3 to 5~~ Claim 1, wherein said communication apparatus further includes

a transmission unit operable to transmit purchase information concerning the purchase of the object to said delivery apparatus,

said delivery apparatus further includes

a second receiving unit operable to receive the purchase information transmitted from said communication apparatus, and

said analysis unit is operable to judge i) whether or not the object has been purchased based on the tag information transmitted from said receiving apparatus, by collating the purchase information received by said second receiving unit with the transmission history information received by said first receiving unit, and ii) in the case where the object has been purchased based on the tag information, and specify a program or an object with high introduction effect by counting the frequency for each program or object.

7. **(Original)** The delivery system according to Claim 6,

wherein the transmission history information includes information for specifying a destination of the tag information and the object,

the purchase information includes information for specifying said communication apparatus and the object, and

said analysis unit is operable to judge that the object is purchased based on the tag information in the case where the destination and the object that are indicated in the transmission history information match respectively to said communication apparatus and the object that are indicated in the purchase information.

8. **(Original)** The delivery system according to Claim 1,

wherein said delivery apparatus further includes

a program creation unit operable to create a program using a result of the analysis obtained by said analysis unit as a material, and deliver the created program.

9. **(Original)** The delivery system according to Claim 8,

wherein said program creation unit is operable to create the program by linking a previously produced program template and the result of the analysis.

10. **(Currently amended)** The delivery system according to Claim ~~3~~ 1,
wherein said second transmission unit, according to a receiving function of said communication apparatus, is operable to select only a portion of the tag information, and transmit the selected information to said communication apparatus.
11. **(Original)** The delivery system according to Claim 10,
wherein said second transmission unit is operable to convert a format of data, from one of a moving picture, a still picture, voice and text to another one of the formats, in accordance to the receiving function of said communication apparatus, the data being included in the tag information.
12. **(Original)** The delivery system according to Claim 5,
wherein said communication apparatus further includes:
a selection unit operable to select only a portion of the tag information received by said receiving unit, according to functions concerning a display output and voice reproduction of said communication apparatus; and
a presentation unit operable to output the selected tag information for display or reproduce the selected tag information in voice.
13. **(Original)** The delivery system according to Claim 12,
wherein said selection unit is further operable to convert a format of data, from one of a moving picture, a still picture, voice and text to another one of the formats, in accordance to the functions concerning the display output or voice reproduction of said communication apparatus, the data being included in the tag information received by said receiving unit.
14. **(Currently amended)** A delivery apparatus, in a delivery system, which delivers a program, comprising: said delivery apparatus and a receiving apparatus which receives the

program, and a communication apparatus which can communicate with said receiving apparatus via a communication network,

wherein said receiving apparatus includes:

a tag unit operable to mark a specific portion of the received program or an object that appears in the program;

a first transmission unit operable to transmit tag history information indicating a history concerning the marking performed by said tag unit;

a second transmission unit operable to transmit tag information concerning the marked object to said communication apparatus, and

said delivery apparatus includes:

a first receiving unit operable to receive, from ~~a~~said receiving apparatus which receives the program, a specific portion of the program or tag history information indicating a history concerning ~~a~~the marking performed on ~~an~~the object that appears in the program ~~which has been transmitted by said receiving apparatus;~~ and

an analysis unit operable to perform an analysis for the program based on the tag history information received by said first receiving unit.

15. **(Original)** The delivery apparatus according to Claim 14,

wherein said analysis unit, based on the tag history information, is operable to count frequency of the marking for each program or object, and specify a program or an object with high marking frequency.

16. **(Currently amended)** The delivery apparatus according to Claim 14,

wherein said receiving apparatus transmits ~~tag information concerning the marked object to a communication apparatus, and transmits, to said communication apparatus, a transmission,~~
to said delivery apparatus, the tag history information indicating athe history concerning the

transmission of the tag information, ~~said communication apparatus being connected to said receiving apparatus via a transmission path~~ to said communication apparatus,

said first receiving unit is further operable to receive the transmission history information transmitted from said receiving apparatus, and

said analysis unit, based on the transmission history information, is operable to count frequency of the transmission of the tag information for each program or object, and specify a program or an object with high marking frequency.

17. **(Original)** The delivery apparatus according to Claim 16,

wherein according to information concerning the object included in the tag information transmitted from said receiving apparatus, said communication apparatus is operable to perform a process for purchasing the object, and transmit purchase information concerning the purchase of the object to said delivery apparatus, by communicating with a distributor apparatus that is connected to said communication apparatus via a transmission path,

said delivery apparatus further comprises

a second receiving unit operable to receive the purchase information transmitted from said communication apparatus, and

said analysis unit is operable to judge whether or not the object is purchased based on the tag information transmitted from said receiving apparatus, by collating the purchase information received by said second receiving unit with the transmission history information received by said first receiving unit, and in the case where the object is purchased based on the tag information, specify a program or an object with high introduction effect by counting the frequency for each program or object.

18. **(Original)** The delivery apparatus according to Claim 14, further comprising

a program creation unit operable to create a program using a result of an analysis obtained by said analysis unit, and deliver the created program.

19. **(Currently amended)** An advertisement effect compilation method for analyzing an advertisement effect in a delivery system comprising a delivery apparatus which delivers a program ~~and~~, a receiving apparatus which receives the program, and a communication apparatus which can communicate with said receiving apparatus via a communication network,

~~said the~~ method comprising steps A executed by said receiving apparatus and steps B executed by said delivery system, said steps A including:

a tag step of marking a specific portion of the received program or an object that appears in the program; ~~and~~

a first transmission step of transmitting tag history information indicating a history concerning the marking ~~by in~~ the tag step to said delivery apparatus; ~~and~~

a second transmission step of transmitting tag information concerning the marked object,
and

said steps B including:

a first receiving step of receiving the tag history information transmitted from said receiving apparatus; and

an analysis step of collecting the tag history information received ~~by in~~ the first receiving step and analyzing for an advertisement effect of the program.

20. **(Original)** The advertisement effect compilation method according to Claim 19,
wherein in the analysis step, a program or an object with high marking frequency is specified by counting frequency of the marking for each program or object.

21. **(Currently amended)** The advertisement effect compilation method according to Claim 19,

~~wherein said delivery system further comprises~~

~~a communication apparatus which can communicate with said receiving apparatus via a communication network,~~

~~—said steps A executed by said receiving apparatus further includes—
—a second transmission step of transmitting the tag information concerning the marked
object to said communication apparatus,—~~

wherein in the first transmission step, transmission history information is further transmitted to said communication apparatus, the transmission history information indicating a history concerning the transmission of the tag information in the second transmission step,

in the first receiving step, the transmission history information transmitted from said receiving apparatus is further received, and

in the analysis step, based on the transmission history information, a program or object with a high marking frequency is specified by counting a frequency of transmission of the tag information for each program or object.

22. **(Original)** The advertisement effect compilation method according to Claim 21,
wherein said delivery system further comprises

a distributor apparatus connected to said communication apparatus via the communication network, and operable to distribute the object that appears in the program,

said advertisement effect compilation method further comprising steps C executed by said communication apparatus, said steps C including:

a receiving step of receiving the tag information transmitted from said receiving apparatus;

a purchase step of performing a process for purchasing the object by communicating with said distributor apparatus, in accordance to information concerning the object included in the tag information received in the receiving step; and

a transmission step of transmitting purchase information concerning a purchase of the object to said delivery apparatus, and

said steps B executed by the delivery apparatus includes

a second receiving step of receiving the purchase information transmitted from said communication apparatus, and

in the analysis step, it is judged whether or not the object has been purchased based on the tag information transmitted from said receiving apparatus by collating the purchase information received in the second receiving step with the transmission history information received in the first receiving step, and in the case where the object has been purchased based on the tag information, a program or an object with high introduction effect is specified by counting the frequency for each program or object.

23. **(Original)** The advertisement effect compilation method according to Claim 22, wherein the transmission history information includes information which specifies a destination of the tag information and the object,

in the analysis step, in the case where the destination and object indicated in the transmission history information match with said communication apparatus and object indicated in the purchase information, it is judged that the object has been purchased based on the tag information.